

**First Year Accomplishments & Success Indicators
Workforce Development - Promotion**

Strategic Direction: Promote the Work of the Local Public Health Laboratory (LPHL) System

Current Reality	First Year Accomplishments	Success Indicators
<p><u>Strengths</u></p> <ul style="list-style-type: none"> • MHD and LPHL System stakeholders are strong • Multiple media sources • LPHL system has success stories to share <p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Hidden competency; LPHL system is most effective when it is unnoticed • Self-promotion is not something that that we are currently doing <p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Support/resources available from national organizations (e.g., APHL, ASM) • Local media outlets such as WMSE, WUWM, Milwaukee Journal Sentinel • LPHL system stakeholders have Public Information Officers and marketing departments • One-on-one mentoring 	<ul style="list-style-type: none"> • Identify media outlets • Document LPHL system success stories • Conduct outreach to media outlets • Establish sustainability plan 	<ul style="list-style-type: none"> • Increased capacity to tell the stories of the LPHL system • LPHL system stories aired on radio and/or TV and highlighted in the print media • Media outlets ask for LPHL system stories (i.e., asked back) • Identification of resources for sustainability

Milwaukee Laboratory System Improvement Program

December 2011

**First Year Calendar & Assignments
Workforce Development – Promotion**

Strategic Direction: Promote the Work of the Local Public Health Laboratory (LPHL) System

Completion Dates

February 28, 2012	March 31, 2012	June 30, 2012	December 31, 2012
<ul style="list-style-type: none"> • Hold first meeting • Documented LPHL system success stories • Identify media outlets • Develop outreach plan • Identify & connect with national resources 	<ul style="list-style-type: none"> • Contact media • Hold second meeting 	<ul style="list-style-type: none"> • Produce and deliver product • Identify & contact resources for funding, grants, and sustainability 	Same as 3 rd Quarter

Responsible Parties

Dr. Afshan will draft first story MHD Laboratory Workgroup	Drs. Afshan (WMSE) Bob Burlage (Concordia) Steve Gradus Workgroup	Co-chairs & Workgroup	
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